

ASSIGNMENT 2

"Internal Information" and "Public Information."

Textbook Assignment: Chapters 2 and 3 (pages 2-10 through 3-15).

Learning Objective (continued):
Define Navy unit internal information organization.

2-1. Which of the following types of messages does the internal audience and subgroups receive from the command?

1. Related/specialized
2. General interest/specialized
3. Immediate/priority
4. Routine/specialized

2-2. Which of the following results occurs when command personnel and their families receive needed internal information?

1. Proficiency increases
2. Retention more than doubles
3. Commanders do not have to restate policy as often
4. Civilian employment opportunities increase

2-3. After internal information is gathered, commands should take which of the following actions?

1. Seek CHINFO guidance for distributing the information
2. Review and categorize the information
3. Allow the PAO to eliminate unnecessary information
4. Select the internal media to disseminate the information

2-4. A naval air station circulates internal information regarding fireworks safety on Independence Day. What type of message is this?

1. Situational
2. Emergent
3. Seasonal
4. Recurring

2-5. Under which of the following conditions would a command release an emergent message to its internal audience?

1. During hurricane and tornado warnings only
2. During an emergency military recall only
3. During a hostage situation only
4. All of the above

2-6. The local Navy Commissary is scheduled to install automated checkout machines. A message delivering this news would fit into which of the following internal information categories?

1. Recurring
2. Advance
3. Seasonal
4. Situational

2-7. Commands must periodically communicate certain internal information for which of the following reasons?

1. To inform personnel returning from leave
2. To inform newly reporting personnel
3. To inform shift workers
4. To inform dependents

IN ANSWERING QUESTIONS 2-8 THROUGH 2-13, SELECT FROM COLUMN B THE INTERNAL MEDIA CATEGORY THAT FITS THE INTERNAL MEDIA DESCRIPTION SHOWN IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	<u>A. MEDIA DESCRIPTIONS</u>	<u>B. MEDIA CATEGORIES</u>
2-8.	CO addresses all hands in the hangar bay	1. Unit broadcast channel
2-9.	Command instructions and notices	2. Unit print channel
2-10.	Safety awareness poster	3. Unit display channel
2-11.	SITE-TV guide with schedules and feature articles	4. Unit face-to-face channel
2-12.	Radio interview with the XO	
2-13.	Cable system for a naval station	

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- 2-14. Which of the following unit events enhances internal communication?
1. General military training on the A-4 OBA only
 2. Seminars on Soviet seapower only
 3. Petty Officer/Sailor of the Year awards ceremony only
 4. All of the above

Learning Objective: Recognize the key elements of the Navy's electronic media.

2-15. Which of the following electronic media places the commanding officer in direct contact with the people of the command?

1. IMC
2. Telephone
3. Television
4. Radio

2-16. Personnel who participate in the production of a military television broadcast are guarded against unwarranted invasions of privacy by the Privacy Act.

1. True
2. False

2-17. For which of the following reasons are Navy Broadcast Detachments established overseas?

1. To give foreign nationals a taste of American television
2. To help the local commander execute an effective community relations program
3. To assist the local commander in maintaining good relations with the American embassy
4. To satisfy the local commander's internal information needs

2-18. There are no AFRTS stations in the United States for what reason?

1. commercial broadcasting is widely available
2. the cost would be prohibitive
3. internal information needs decrease stateside
4. the AFRTS broadcast format is inappropriate for stateside viewers

- 2-19. Which of the following basic services should be requested when negotiating a commercial cable television contract?
1. A command access channel
 2. A large number of cable receptacles throughout the base
 3. A free "premium" channel in the cable package
 4. A comprehensive maintenance contract
- 2-20. With the exception of Alaska, who primarily negotiates civilian cable television contracts, at the local level, for U.S. bases?
1. The commanding officer
 2. The PAO
 3. The public works officer
 4. The audiovisual coordinator
- 2-21. What is the name of the system used for closed circuit television broadcasts on U.S. Navy vessels?
1. Shipboard Information, Television and Entertainment (SITE)
 2. Shipboard Information, Training and Entertainment (SITE)
 3. Shipboard Internal Information, Training and Entertainment (SITE)
 4. Shipboard Informational, Training and Entertainment (SITE)
- 2-22. Which of the following commands provide (a) initial SITE system procurement and (b) SITE parts acquisition?
1. (a) AFRTS
(b) NAVMEDIACEN
 2. (a) AFIS
(b) T-ASA
 3. (a) NAVMEDIACEN
(b) T-ASA
 4. (a) T-ASA
(b) NAVMEDIACEN
- 2-23. Authorized billets for SITE operators and maintenance technicians are provided to ships with which of the following systems?
1. SITE 500 and 200
 2. SITE 400 and 500
 3. SITE 200 and 400
 4. SITE 100 and 200
- 2-24. Which of the following SITE systems allows you to do local production work without an assigned JO?
1. SITE 100
 2. SITE 200
 3. SITE 300
 4. SITE 600
- 2-25. In which of the following situations would the USS *Loxahatchee* be eligible to receive AFRTS programming?
1. When it is underway for local operations
 2. When it is in a Ship's Restricted Availability status
 3. When it is underway for no less than 60 days
 4. When it is visiting foreign ports of call
- 2-26. There are 17 televisions aboard USS *Loxahatchee* in need of repair. The televisions should be sent to which of the following facilities for repair?
1. NAVMEDIACEN FSD
 2. T-ASA
 3. AFRTS
 4. A civilian repair shop
- 2-27. What organization provides guidance regarding the installation of satellite dishes aboard Navy ships?
1. AFRTS
 2. NAVBCSTSVSVC
 3. T-ASA
 4. AFIS

Learning Objective: Recognize the purpose and types of Navy and Marine Corps newspapers.

2-28. In addition to furnishing a free flow of news to military members and their families, military newspapers also provide which of the following important functions?

1. They communicate internal information
2. They provide special braille sections
3. They provide extensive color photography
4. They offer inexpensive classified advertisement sections

2-29. How does a commanding officer use a military newspaper to receive feedback, from the five-part internal audience?

1. By reading the "Letters to the Editor" column
2. By reading the news section
3. By reading the leisure section
4. By conducting readership surveys

2-30. What statement best describes a civilian enterprise (CE) newspaper?

1. The Navy may use appropriated or nonappropriated funds to publish it
2. CHINFO must approve all contracts between the command and the publisher of the newspaper
3. The newspaper is published at no cost to the Navy
4. The publisher of the newspaper provides the command's editorial staff

2-31. For which of the following reasons are commands encouraged to start CE newspapers?

1. They can be produced in a relatively short amount of time
2. They can save commands money
3. They offer superior print clarity
4. They carry a large variety of advertisements geared toward the military

2-32. If your command wishes to start a funded newspaper, you must have a minimum personnel count (combination of military and civilian) of how many people?

1. 200
2. 350
3. 475
4. 500

2-33. The owner of a local pizzeria wants to place an advertisement in your funded command newspaper. What should you tell the owner?

1. Advertisements are handled only by the publisher
2. Advertisements cannot be placed in funded newspapers
3. Advertisements cannot be accepted from local merchants
4. Advertisements must be approved by the base commander

2-34. Which of the following newspaper characteristics is used to enhance the morale of the internal audience?

1. The size
2. The number of pictures
3. The type of advertisements printed in the newspaper
4. The design

2-35. A military newspaper is subject to which of the following reviews?

1. Security/policy
2. Internal/budgetary
3. Policy/competency
4. Competency/budgetary

2-36. Which of the following individuals must sanction a military newspaper before permission is granted to publish it?

1. CHINFO
2. Area coordinator
3. Commanding officer
4. Type commander

2-37. A Navy command has just received permission to publish a CE newspaper. Which of the following steps should be taken next?

1. Contact CHINFO for contractual instructions
2. Consult NAVSO P-1000 for contractual instructions
3. Call the nearest NAVINFO for editorial staff assistance
4. Consult SECNAVINST 1700.10C for a complete explanation of CE newspaper procedures

2-38. Which of the following processes leads to the selection of a CE newspaper publisher?

1. A selection board made up of PAOs from the region
2. A recommendation by the local Better Business Bureau
3. A recommendation by CHINFO
4. A competitive bid

2-39. Which of the following criteria is most important when selecting a CE newspaper publisher?

1. The publisher provides the finest quality product in exchange for certain contractual rights
2. The publisher has state-of-the-art facilities within 10 miles of the command
3. The publisher provides the command with goods and services unrelated to the newspaper
4. The publisher makes pre-determined payments to the welfare and recreation fund of the command

2-40. Which of the following advertising practices is a violation of a CE newspaper contract?

1. An exclusive advertising arrangement with a company
2. Layout of the advertisements by the publisher
3. Advertisements published as a separate section
4. Advertisements published as a supplement

2-41. Advertising in a CE newspaper should not exceed what percentage of the total paper?

1. 40%
2. 50%
3. 60%
4. 70%

2-42. The Navy News Service reports that gasoline prices at state-side pumps will drop an average of fifteen cents a gallon in the coming months. What is the best way to report this in the Naval Air Station Miami CE or funded newspaper?

1. Run the story as is
2. Call the Navy News Service for additional details
3. Contact the gasoline company for additional details
4. Localize the story

- 2-43. With election day quickly approaching, mayoral candidate Ned Brooks wishes to purchase a full-page advertisement in your CE newspaper. What would be the proper response by the publisher of the newspaper?
1. Disapprove the purchase
 2. Offer the same advertising opportunity to the other mayoral candidates, then approve the purchase
 3. Offer the same advertising opportunity to the other mayoral candidates, then approve the purchase only when a competitor buys advertising space
 4. Disapprove the purchase and offer to run a Ned Brooks campaign letter in the editorial section free of charge
- 2-44. What political information should your CE or funded newspaper carry during an election year?
1. Voter registration and absentee voting information only
 2. Biographical information on the candidates in the local races only
 3. Editorials on the candidates only
 4. All of the above
- 2-45. Your CE or funded newspaper has remained relatively unchanged during your tour. With this in mind, how often should you conduct a readership survey?
1. Every 6 months
 2. Every 12 months
 3. Every 24 months
 4. Every 36 months

Learning Objective: Identify the purpose of command events for the internal community.

- 2-46. What is the main purpose of command events for the internal community?
1. To create story ideas for internal media sources
 2. To strengthen teamwork within the command
 3. To create jobs for AFIS
 4. To generate press releases for local media
- 2-47. Which of the following events is intended specifically for the internal audience?
1. Veterans Day
 2. Memorial Day
 3. Armed Forces Day
 4. Navy Week
- 2-48. During internal events, commands are encouraged to promote which of the following topics?
1. The Navy in the twenty-first century
 2. The supply pipeline of the Navy
 3. The justice system of the Navy
 4. The drug and alcohol policy of the Navy
- 2-49. The PAO of Naval Station City Island wishes to hold a Navy birthday celebration on base, but facilities are too small to accommodate 1,000 military personnel and their families. What should the PAO do?
1. Forward a letter to CHINFO requesting permission to use off-base facilities
 2. Forward a letter to the ISIC requesting permission to use off-base facilities
 3. Forward a letter to the nearest U.S. Naval Construction Battalion requesting the building of a temporary facility on base
 4. Forward a letter to public works requesting modifications to existing facilities on base

2-50. Navy/Marine Corps band units may perform at entertainment functions if they are sponsored by a Navy/Marine Corps command and perform solely to promote morale and esprit de corps.

1. True
2. False

Learning Objective: Recognize the principles of public information policy and the release of information.

2-51. Providing public information is important to the U.S. Armed Forces for which of the following reasons?

1. It discourages public criticism
2. It establishes the importance of the military to the public
3. It increases the chances for future military budget increases
4. It encourages public feedback

2-52. By instituting an aggressive public information policy, the DON is committed to which of the following courses?

1. Accountability to the government
2. Accountability to the public
3. Accountability to the DoD
4. Accountability to the Navy internal community

2-53. What could result if DON public information is unduly interrupted?

1. The public might hinder Navy recruiting efforts
2. The public could become anti-Navy
3. The public's trust in the Navy could be compromised
4. The public might question the need for the Navy

2-54. Who would normally approve a release on major Navy policy changes overseas?

1. SECNAV
2. CHINFO
3. ASD (PA)
4. Chairman, JCS

2-55. CHINFO plans to release information regarding a Navy communications satellite that will be placed in orbit during a space shuttle mission. Is (a) further clearance required for releasing this information, and if so, (b) by whom?

1. (a) Yes (b) ASD (PA)
2. (a) Yes (b) Director, NASA
3. (a) Yes (b) SECNAV
4. (a) No (b) no one

2-56. A construction firm is awarded a \$3.2 million contract to repair the piers at Naval Station Flushing Meadows. Before this information is released to the public it must be approved by which of the following individuals?

1. Commanding Officer, Naval Station Flushing Meadows
2. Regional area coordinator for Naval Station Flushing Meadows
3. CHINFO, via ASD (PA)
4. Commanding Officer, Public Works Center, Naval Station Flushing Meadows

2-57. The editor of *Navy Technology Today*, a nationwide periodical, calls you to coordinate a visit for a lengthy feature on your ship. Before firming the arrangements, which of the following steps should you take first?

1. Tell the editor he may begin his research at the station library
2. Forward the editor's request to the commanding officer
3. Forward the editor's request to the type commander
4. Tell the editor his request will have to be approved by CHINFO

2-58. Before a news release for clearance by a higher authority is submitted, commands must ensure that the release meets which of the following criteria?

1. Triple spaced and printed on command letterhead
2. Reviewed and necessary revisions made
3. Written at a ninth-grade reading level
4. Printed on 8 1/2" x 14" paper

2-59. If your command intends to release news to the Associated Press and CHINFO (or DIRPA) should be notified by which of the following means?

1. By naval correspondence
2. By naval speedletter
3. By naval message
4. By naval memorandum

IN ANSWERING QUESTIONS 2-60 THROUGH 2-65, SELECT FROM COLUMN B THE RELEASE APPROVAL AUTHORITY THAT CORRESPONDS WITH THE RELEASE CIRCUMSTANCE/TOPIC SHOWN IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	A. RELEASE CIRCUMSTANCES/ <u>TOPICS</u>	B. RELEASE APPROVAL <u>AUTHORITY</u>
2-60.	Physical security of nuclear weapons	1. ASD (PA) 2. CNO
2-61.	Modifications to guided-missile systems on DDGs	3. CHINFO 4. CMC
2-62.	Biological warfare defense of ground forces	
2-63.	The foreign relations effect of an overseas base closing	
2-64.	CBS coverage of a student pilot's first carrier arrested landing	
2-65.	Test data involving a new Navy hull design	

Learning Objective: Recognize the segments of public information activity. (This objective is continued in assignment 3.)

- 2-66. What are the components of public information activity?
1. Coordination, delegation, release approval, information collection, and dissemination
 2. Delegation, dissemination, release approval, information collection, and research
 3. Research, coordination, release approval, dissemination, and precedence
 4. Release approval, dissemination, analysis, coordination, and information collection

2-67. In response to a media request, the PAO of the USS *Dewes* asks the CIC officer for details regarding new equipment in CIC. Which of the following factors should be of primary concern to the CIC officer?

1. Time
2. Security
3. Audience
4. Applicability

2-68. Which of the following statements most applies to the analysis process of public information activity?

1. Time devoted to analyzing information should be kept to a minimum
2. Information of a highly scientific nature should be simplified
3. Information of a highly complicated nature must not be altered to protect its preciseness
4. The analyzing process should involve all senior members of the chain of command

2-69. To determine the proper releasing authority, a PAO should use which of the following methods?

1. Evaluate the subject matter of the release
2. Evaluate the internal audience
3. Evaluate the print media outlets in the area
4. Evaluate the structure of the command

2-70. The news director of a local television station requested underway aerial video footage of your ship 10 days ago. You agreed to deliver the footage in approximately 2 weeks, but because of maintenance problems at the helicopter squadron, you will not be able to furnish the video for another 5 weeks. What should you tell the news director?

1. Explain the situation and tell him there is nothing more you can do
2. Apologize for the delay and refer him to the Naval Imaging Command
3. Explain the situation and give him any comparable stock footage
4. Apologize for the delay and suggest he rent a helicopter to shoot the footage

2-71. When should PAOs personally visit news media outlets in the local area?

1. On a regular basis
2. During adverse news situations
3. Before a major news event
4. After coverage of a major news event

2-72. During a press conference, a reporter asks you a question to which a reply would be inappropriate. Which of the following responses would be correct?

1. "No comment"
2. "That's privileged information"
3. "I have nothing to release on that subject"
4. "Answering you at this time would be inappropriate"

2-73. The failure to release information of intense public interest (such as an accident) may result in which of the following interpretations by the public?

1. The Navy's public affairs program is second-rate
2. The Navy can't do anything right
3. The Navy is looking for sympathy
4. The Navy is trying to hide something

2-74. The major difference between official and unofficial statements is that official statements are generated according to specific release guidelines, while unofficial statements may deal with an individual's personal experiences in the Navy.

1. True
2. False

2-75. A PAO determines the correct command release authority in various situations during which of the following time frames?

1. Halfway through the commanding officer's tour
2. Before the PAO reports aboard
3. Before a change of command
4. Following a change of command and during the initial stages of the PAO's tour